

**Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S050075**

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

La Crosse County

Mailing Address

400 N 4th Street

City

La Crosse

State

WI

Postal Code

54601

County(s) in which Applicant is located

La Crosse

Type of Municipality: (check one)

☒ County

☐ City

☐ Village

☐ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

Mary Jo Webster

Title

Conservation Specialist

Mailing Address

400 N 4th ST

City

La Crosse

State

WI

Postal Code

54601

E-mail address

webster.maryjo@co.la-crosse.wi.us

Telephone Number (include area code)

608-785-9867

Fax Number (include area code)

608-789-7849

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 480	Total municipal population (in year 2000): 107,120
MS4 service area within Urbanized Area (in square miles): 1.03	Municipal population within Urbanized Area (in year 2000): 4450

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

La Crosse County will increase local public awareness of stormwater pollution by developing the following public education & outreach materials. Distribution of these materials shall be initiated prior to the permit deadline of 24 months after the start date. Method of distribution will include inserts in tax bills, public service announcements, and packets of information assembled to provide to developers promoting Low Impact Developments for the benefit of improved stormwater quality. The public education and outreach materials will address the following:

1. Educational material will be produced regarding the proper management of potential pollutants, such as automotive waste, pet waste, car washing, household hazardous waste as well as the benefits of onsite composting of leaves and grass clippings. In addition, information regarding the proper use of fertilizers and pesticides that will reduce local impacts to surface water quality.
2. The promotion of the infiltration of residential stormwater into lawns and away from the Municipal system. Distribute information on rain garden design for residential developments, as well as bioretention for commercial developments.
3. Education of landowners on shoreline and stream banks to minimize erosion, restore and enhance the ecological value of waterways.
4. Identify local construction companies, builder's associations (LABA) and developers and focus information/education regarding proper design, installation and maintenance of construction site erosion control, low impact design and stormwater management facilities.
5. Identify business, commercial or industrial activities which may pose a stormwater contamination concern and educate the specific audience on methods of prevention.
6. Promotion of detection and elimination of illicit discharges into and from the municipal storm sewer system and the detrimental impact to water quality. Specific identification of industrial discharges to the storm sewer system, and development of a public understanding that the storm sewer system does not receive municipal waste water treatment.

The County of La Crosse in cooperation with The La Crosse County UW-Extension office is promoting the pooling of resources with other MS4 municipalities in the County in order to minimize duplication of efforts in the area of I and E

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The County has already started the process of public involvement and participation with the formation of an Urban/Stormwater Local Advisory Committee which has initiated the promotion of partnering with other MS4's in the County on I and E. Additional involvement will occur throughout the process of developing a stormwater ordinance with public meetings, distribution of the draft ordinance to the local engineering/design firms for input, and the public hearing process.

The County shall pursue the possibility of enlisting the participation of public schools for developing a local stormwater awareness logo – this will be explored for implementation in the upcoming school year (2006-2007).

The County shall also explore the possibility of providing hands-on experience for youth groups such as 4H, and scouts by involving them in the installation of raingardens on County property. Any work to be done on County property shall be done under the direction of County Facilities.

La Crosse County UW Extension CNRED Agent, Karl Green, has had an initial meeting with UW-LaCrosse Communications Dept. to explore the possibility of developing TV/radio spots. Karl will continue to be the lead person for the County in development of I & E to increase the public's awareness of stormwater pollution issues. Karl is also the main contact for surrounding MS4's that are interested in partnering with the County for this portion of the permit.

Public involvement and participation will continue and will be documented to provide assurance of compliance before the 24 months after the permit start date.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The County shall address the prevention and elimination of illicit discharges to County controlled stormwater conveyance systems as part of its post construction stormwater ordinance- If not included in the original ordinance to be submitted to the DNR within 18 months of the permit start date, the ordinance shall be amended to include the necessary language for elimination and prevention of illicit discharges as well as a procedures for responding to suspected or known illicit discharges. If done through an amendment, it shall occur within in time for submittal to DNR review within 24 months after the permit start date - implementation shall occur within 6 months after submittal to DNR for approval.

The County, under the direction of the County Highway Department and, where applicable, County Facilities, shall complete an initial dry weather screening of its stormwater conveyance systems located in the urbanized areas within 36 months of the permit start date.

The required proposed on-going field screening program, within the urbanized areas, shall be submitted to DNR within 36 months of the issuance of the permit and the on-going field screening shall be implemented within 48 months of the permit start date.

The urbanized area field screening program and implementation shall be under the direction of the County Highway Department and, where applicable, County Facilities.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

La Crosse County has recently revised Chapter 21 "Erosion Control/Land Disturbance" of the County Code of Ordinances. It has been amended to include language that sets performance standards that are equivalent to those in ss.NR151.11 and 151.23, Wis. Adm. Code.

The DNR requires that the ordinance apply to all sites disturbing one or more acres, the La Crosse County ordinance applies to sites down to 2000 square feet if slopes equal to or in excess of 20% are being disturbed. When a land disturbance includes slopes of less than 20% an erosion control permit is required if 4000 square feet or more is disturbed.

Every site in the County requiring an erosion control permit is investigated prior to issuing the permit. The County has determined, after 14 years of enforcing its erosion control ordinance, that this pro-active approach is most effective. The number of additional inspections made at each site is determined by the potential for off-site impacts. All complaints are investigated and final inspections are done prior to closing the permit.

The La Crosse County erosion control ordinance has been in effect since January of 1992 therefore according to s. 101.1205 the County has the authority to enforce the local ordinance on commercial building sites. The County has a signed agreement with 10 of the 12 townships in the County to enforce the erosion control portion of the Department of Commerce Uniform Dwelling Code (UDC) as applied to all one and two family homes constructed in these townships - this agreement does not give the County authority to enforce the UDC or Chapter 21 of the County Code of Ordinances within incorporated areas.

Implementation and enforcement of the County Erosion Control Ordinance is the responsibility of the Land Conservation Department.

As required s.101.653, the enforcement of the UDC is done by Land Conservation staff who are inspectors certified by the State of Wisconsin, Department of Commerce.

There is an annual report generated that includes number and types of erosion control permits issued as well as the number of notices of noncompliances, stop work orders, and citations issued. This report is available for review by DNR.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

As indicated in B above, the County is laying the groundwork to adopt a post construction stormwater ordinance. The recommendation of the advisory committee was that the County adopt a County wide stormwater ordinance. The ordinance shall apply to all unincorporated areas of the County.

The La Crosse County Department of Land Conservation with the assistance of Corporation Counsel, and input from an internal advisory committee will determine the best approach to development of an ordinance - utilizing an external consultant or utilizing the model ordinance provided in Appendix B of ch. NR152, Wis. Adm. Code. with interdepartmental staff working to adapt it to our County's diverse soils and topography.

The County shall have a post -construction stormwater ordinance developed to be submitted to DNR within 18 months of receiving the WPDES permit; with the goal of implementation within 24 months of receiving the permit.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

Facilities shall develop a survey to be distributed to all Departments who occupy buildings within the urbanized areas to obtain information as to pollutants that could possibly contaminate stormwater; information such as frequency of use of chemicals, and any other questions to assist in the collection and assessment of the following information.

La Crosse County Highway Department and where applicable Facilities shall assess and record their current operations with respect to the following as they occur within the urbanized areas (these assessment shall be completed no later than nine months after the permit start date):

1. Routine inspection/maintenance of any owned or operated storm water management facilities within the urbanized areas.
2. Frequency of street sweeping / cleaning of parking areas associated catch basins and disposal of cleaning waste as it now occurs within the urbanized
3. Type and quantity of deicers used - how products are stored
4. How leaves, grass clippings and other compostable waste is managed
5. How and where chemicals (including vehicle maintenance) are stored/used on County properties
6. What lawn/garden fertilizers and pesticides are used and how are they stored
7. How is staff trained with use and care of chemicals

La Crosse County Department of Land Conservation staff shall provide construction site erosion control training for staff from other Departments as their supervisors see necessary.

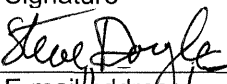
La Crosse County Highway Department, Facilities Department, with input from an internal advisory committee, shall determine the best approach to development of Pollution Prevention Program - utilizing an external consultant or utilizing interdepartmental staff

The County shall have a Pollution Prevention Program with measurable goals developed for submittal to DNR within 24 months of receiving the WPDES permit; with the goal of implementation within 24 months of receiving the permit. There shall be a site specific plan developed for the County Highway Shop located on CTH XX in Town of Onalaska. As projects/improvements are planned for County facilities/roads priority will be given to the possibility of designing source controls for stormwater runoff.

The County shall develop a stormwater quality management plan to meet the requirements of NR 151.13 - this expanded plan will be developed after the County has conducted a pollutant loading analysis using a model approved by the DNR. The pollutant -loading anyalysis shall require the County to contract with a private consulant - this shall be done by a date to assure that the stormwater quality management plan shall be completed for submittal to DNR within 24 months of receiving the permit.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name Steve Doyle		Title County Board Chairman	
Signature 		Date Signed June 1, 2006	
E-mail address doyle.steve@co.la-crosse.wi.us	Telephone Number (include area code) 608-785-9563	Fax Number (include area code) 608-789-4821	

Return this completed form to:
 Wisconsin Department of Natural Resources
 Storm Water Program – WT/2
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 Madison, WI 53707-7921